

1 Iunie development project

Data report – B2B target



Table of contents

[1 lunie Project Presentation](#)

[Research Objectives](#)

[Executive Summary](#)

[Company profile](#)

[Current space status](#)

[Needs and preferences](#)

[Coldshell spaces](#)

[1 lunie project concept](#)

1 Junie Project Presentation

Project presentation | 1 Iunie



In the heart of Timișoara lies a heavenly location surrounded by nature, right across Bega river, at a stone's throw away from the Old Center and close to everything one may need to lead a joyful, stress-free daily life (stores, pharmacies, playgrounds, parking lots). This space is located where the former 1 Iunie textiles factory once stood, in a (future) mixed residential & commercial park called 1 Iunie.

The former 1 Iunie factory's 24 217 sqm of land was purchased by the real estate developer Speedwell for the 1 Iunie development project. The project's objective is to construct a mixed development with 70% residential and 30% commercial space, making effective use of the available resources to give its residents the conveniences and services they require to lead fulfilling lives.

The project is supported by pillars that emphasize resource efficiency together with accessibility, historical preservation, safety, attractiveness, and technology. The initiative seeks to build a thriving, sustainable, and welcoming community for anyone looking for a place to call *home*.



Pictures downloaded from 1 Iunie's official site (1 Iunie.ro).

Research Objectives & Design

Research Objectives & Design | **Business target**

Speedwell hired a quantitative research team to better understand its clients and accommodate their needs and desires. The study included an overview on both residential and business target.

The study's **objective** for the **business target** branch was to better understand the needs of the **business and commercial potential buyers/ renters** and to explore their willingness to adopt ideas such as coldshell spaces, shared expenses etc.

Research Design

Type of study: quantitative, telephone (CATI – Computer Assisted Telephone Interviewing technique)

Target criteria: businesses in Timis county

Sample: 27 respondents

Length of interview: 20 minutes

Executive Summary

Executive Summary

1

Businesses in Timisoara do not express a high degree of intention to buy or rent new spaces.

3

Very few businesses (out of those questioned) function on a mixed residential-commercial area (3 out of 27 resp.).

5

Only 3 out of 27 resp. would prefer the rented/ bought space to be unfinished (with no raised floor, faux ceiling, utilities).

7

Potential buyers aim for good areas and want to be surrounded by other (well-perceived) businesses; they do not prioritize residential areas or spaces close to the city center when looking for a space.

2

If they would be interested to move, resp. would go to a new space if they could become the owners of that space.

4

Most of the resp. prefer spaces located on the ground floor, with direct access from the main street, close to parking lots & means of public transportation.

6

Their consideration for unfinished spaces would rise if the rent or buy would be smaller compared to that of decorated spaces (14/17 resp.)

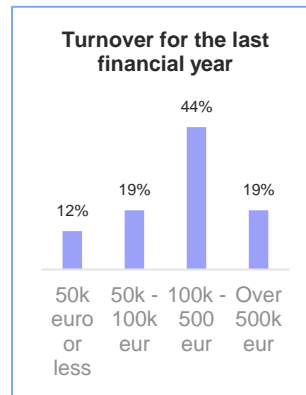
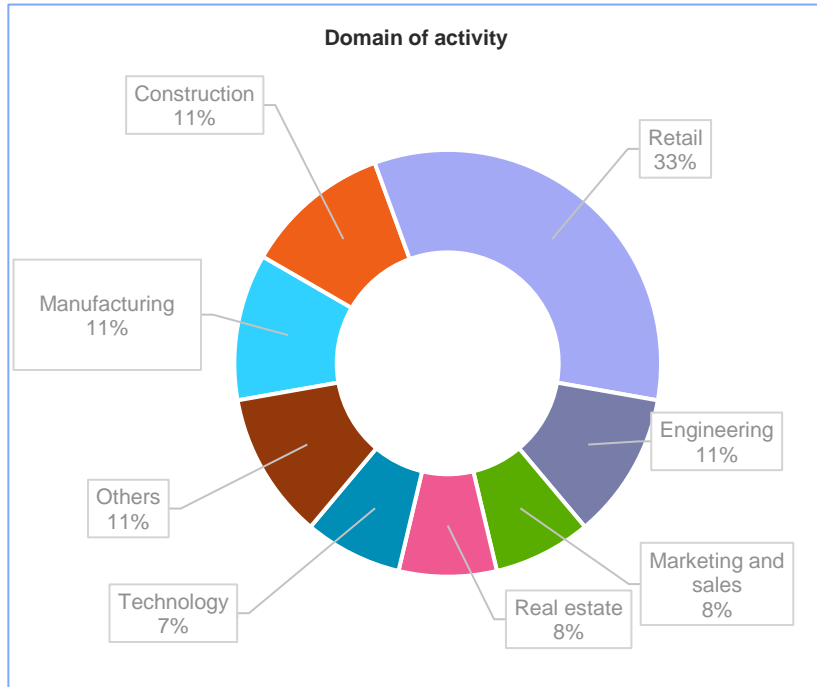
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The factors that drive respondents' consideration for **1 lunie** are the excellent location and the specifics of the concept (which sound appealing to potential buyers).

Detailed Report

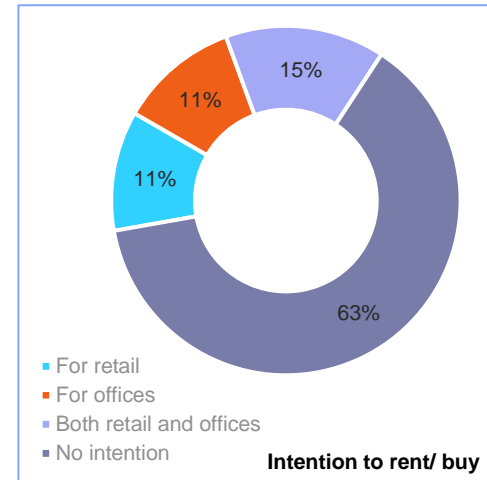
Company profile

The enterprises that were examined cover a wide variety of domains, with retail activity represented by one-third of them. They are small companies (two-thirds of them have less than 5 employees).



No. of employees
 Less than 5 – 67%
 Up to 20 employees – 33%

All the businesses in this study are **Limited Liability Companies (LLCs/ SRLs)**



N= 27 (total no. of respondents)

Current space status



10 of the respondents (37%) intend to rent/ buy a new space in Timisoara;

- 2/10 intend to buy/ rent for 6 mo. to 2 years
- 3/10 intend to buy/ rent for 2 to 5 years
- 5/10 intend to rent/ buy for more than 5 years

3/10 for commerce, 3/10 for offices,
4/10 for both commerce & offices

10 out of 18 businesses that currently rent their space say they **would move to a new location if they could buy (own) it**

100% of those who would move to a new location if they could buy (own) it declare they **are prepared to pay common charges**

Q8. Which of the following statements suits your company's current or buy situation (N=27). Q8A. Does your company have a space / spaces in a residential unit now? (N=27). Q8B. Does your company currently own or rent its space / spaces? (N=27). Q8C. If the opportunity would arise, would your company move to another space, if it could be the owner of that space? (N=18). Q8D. If your company would become the owner of a space, is it prepared to pay common charges? (N=11). Q9. What would be the amount of time your company intends to rent or buy a space for? (N=10)

Needs and preferences – Exteriors

Half of those who intend to buy/ rent **an office space** want spaces that can accommodate up to **20 people**

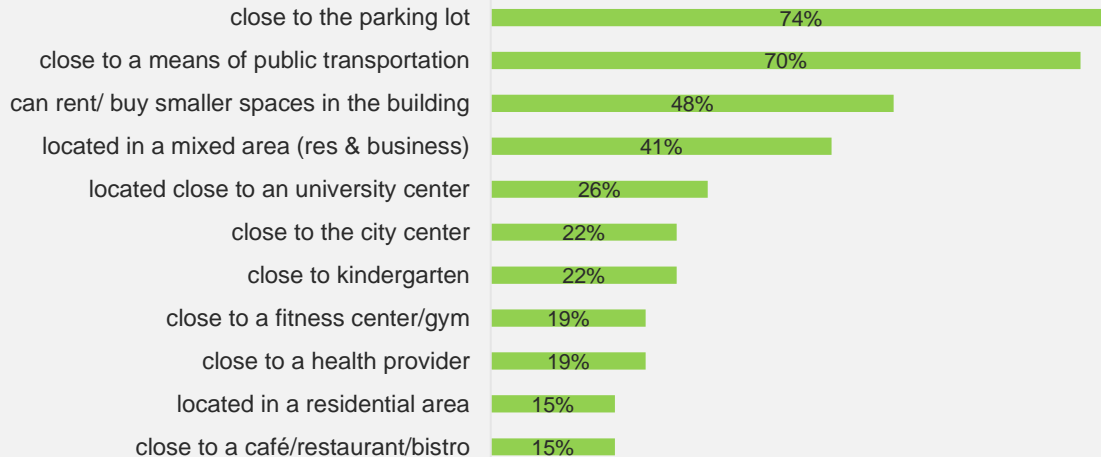
20% out of **total no. of resp** want spaces sized 21-50 sqm.
30% are looking for space between 51-100 sqm.
 25% for spaces between 100-200 sqm.

75% of the resp prefer a space located on the ground floor, with access from the main street

In general, prospective buyers are looking for **small & medium sized spaces, with access from the main street.**

They place a premium on **accessibility to parking and public transportation.**

There is also interest in the possibility of purchasing or renting a smaller space in the building.



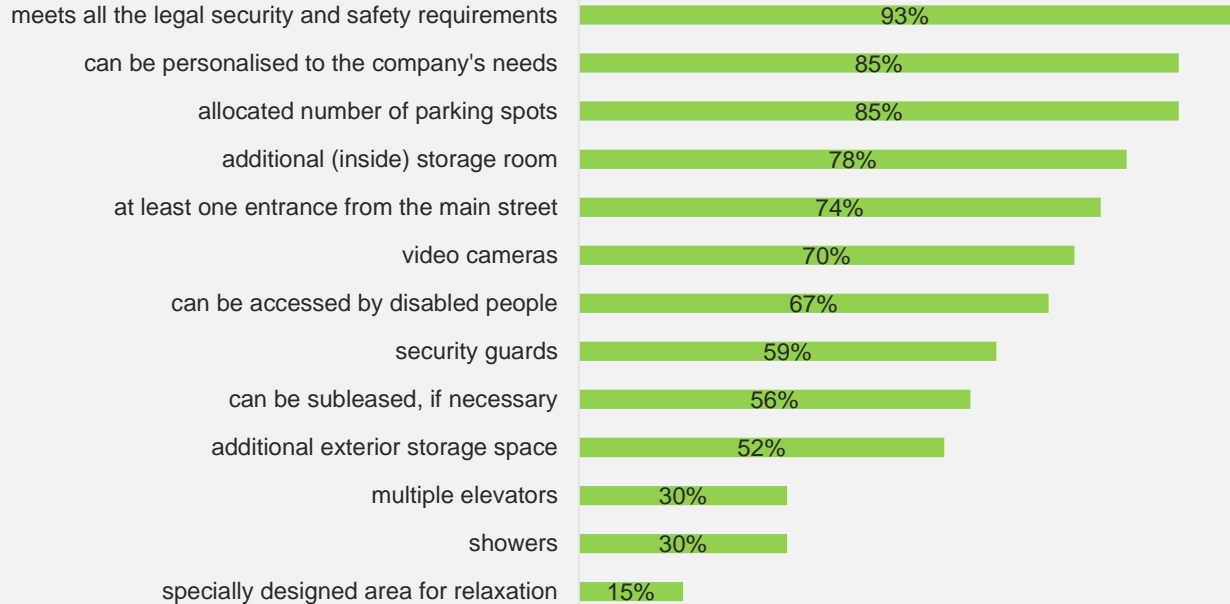
N=27 (respondents)
 Q10A. Which of the following categories of offices your company intends would rent or buy? (N= 7). Q10C. Can you choose which interval would suit your company's needs in terms of space? (N=). Q10D. Floor no.. Q11. Drivers – surroundings. Below you can find a list of aspects related to space renting or buying. For each aspect please evaluate its importance to your company, using a scale from 1 to 5 (1 stands for not important at all and 5 stands for very important)..

Needs and preferences – Interiors

It is crucial for respondents to work in an environment that **complies with all safety and security requirements.**

Being able to customize the area, having enough parking spaces set aside, and having enough interior storage space are priorities for businesses.

However, the respondents' lists do not place external storage space, elevators, showers, or leisure areas particularly high.



N=27 (respondents)
Q10A. Which of the following categories of offices your company intends would rent or buy? (N= 7). Q10C. Can you choose which interval would suit your company's needs in terms of space? (N=). Q10D. Floor no.. Q11. Drivers – surroundings. Below you can find a list of aspects related to space renting or buying. For each aspect please evaluate its importance to your company, using a scale from 1 to 5 (1 stands for not important at all and 5 stands for very important)..

Coldshell | Consideration

Only **3 out of 27 resp.** would prefer the rented/ bought space to be **unfinished** (with no raised floor, faux ceiling, utilities)

7 out of 27 resp. would prefer the rented/ bought space to be **semi-finished**, with **basic utilities**, but **unfurnished**

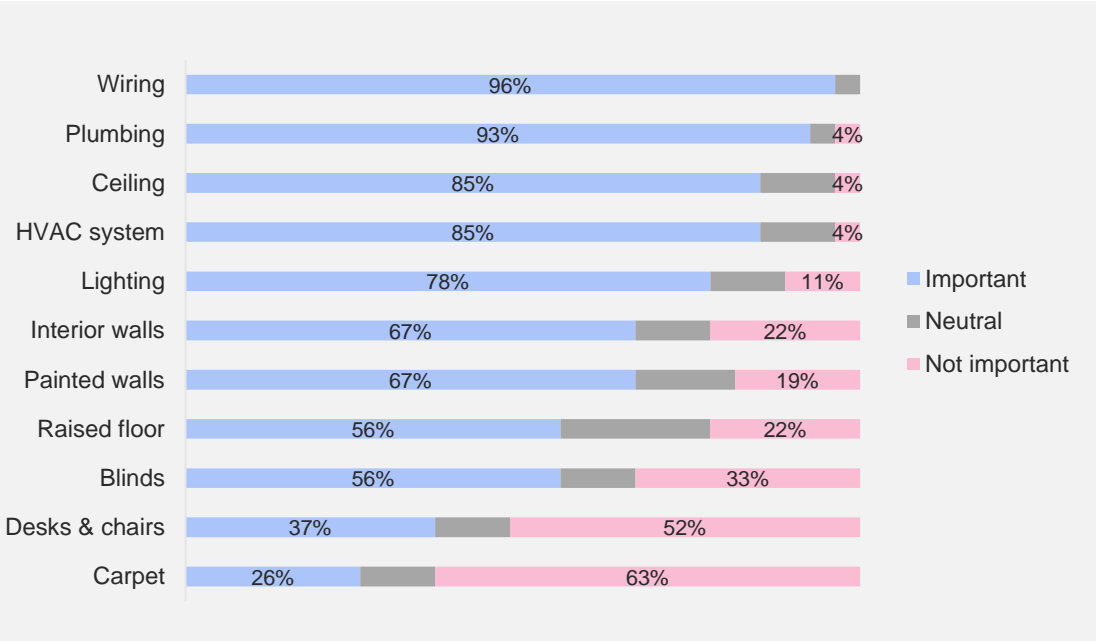
Half of the resp. would prefer the space to be **finished**, with all the necessary **utilities installed** and minimally **furnished**

Would consider if...

- ... the rent or buy would be smaller compared to that of decorated spaces (14/17 resp.)
- ... the real estate developer would offer additional parking spots (9/17 resp)
- ... the developer would contribute financially to the finishes costs (8/17 resp.)

Would not consider due to...

- ... higher moving costs
- ... longer moving process
- ... higher level of involvement from the company
- ... need for specialized workers (interior designer, plumber etc.)

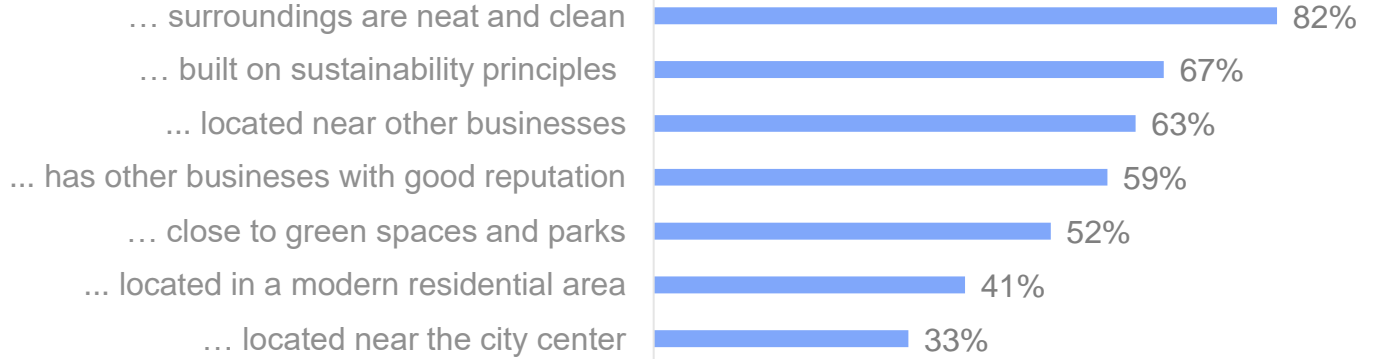


N=27 (respondents)
 Q13A. How would your company prefer the rented or bought space to be (in terms of interior finishes):. Q13C. Why wouldn't your company agree to rent or buy an unfinished or semi-finished space? (N=17 resp). Q13B. In which conditions would your company agree to rent or buy an unfinished or semi-finished space? (N=17 resp). Q13C2. How important is for your company to have the following appliances when renting or buying a space:.

Drivers

Potential buyers aim for a well-perceived area and value sustainability and (good) companionship.

They do not prioritize residential area or spaces close to the city center when looking for a space.



Potential buyers/ renter would pay more for

An area with a satisfactory level o safety	60%
The possibility to personalize their space	60%
An area with easy access to customers/ stakeholders	48%
A space built having sustainable principles in mind	30%
Closeness to the city center	26%

Safety is an important asset for which potential buyers are willing to pay more.

Being able to personalize their space and having the business close to stakeholders can also motivate potential buyers dig deeper in their pockets.

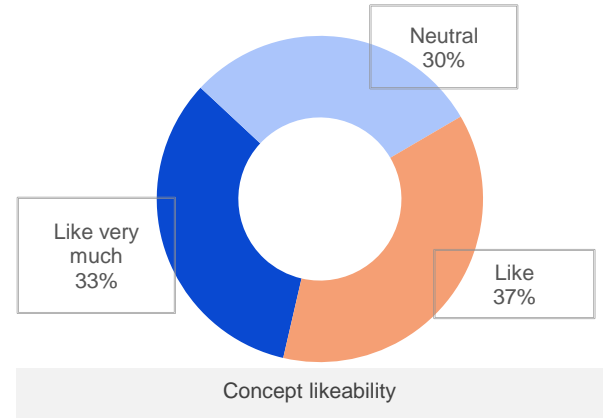
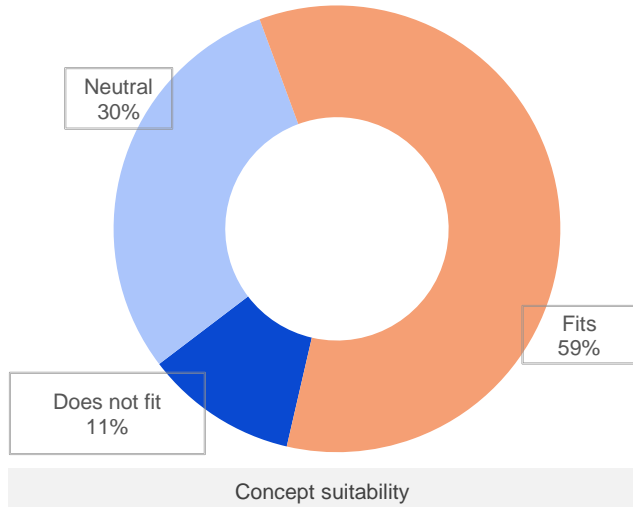
N=27 respondents

Q14. Which of the following assets your company would be interested in when looking to rent or buy a space.: Q15. What of the following things would make you pay more for a space:

1 lunie project concept

Concept | Likeability & Suitability

Respondents do not have a strong opinion on the *1 lunie* concept, which means that there is enough room for sparking interest among business owners.



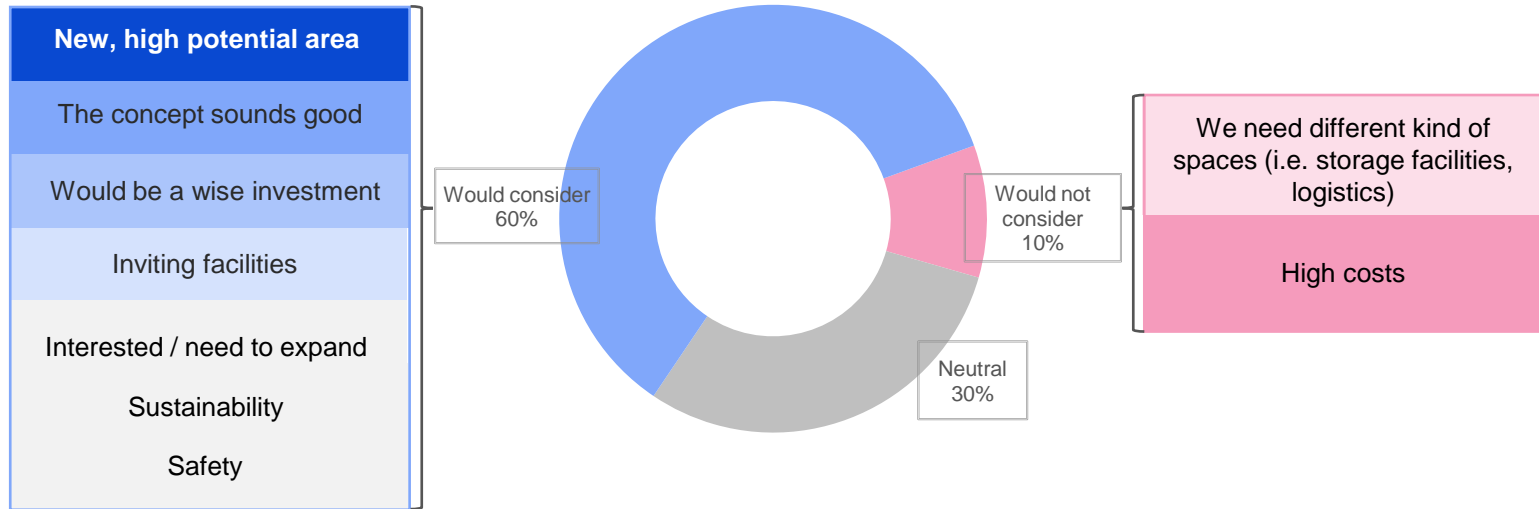
However, even if the respondents are not interested in moving to a new space momentarily, they evaluate *1 lunie* as suitable for their activity and their needs.

P16. On a scale from 1 to 5 (where 1 stands for Do not like at all and 5 stands for Like it very much), how would you evaluate this concept?. P17. To what extent does this concept suits your company's needs?

Concept | Consideration

The strongest point of *1 lunie* is its location, followed by the specifics of the concept which sound good enough for potential buyers to consider it an investment.

Those who would not consider *1 lunie* declare that their needs cannot be addressed by the presented concept and the costs are too high.



P18. Would your company consider renting or buying a space in this residential park? (N=27). P19. What are the reasons why your company would consider it? (N=16). P20. What are the reasons why your company would not consider it? (N=3)



Thank you

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